VIRGINIA SLIMS LEGENDS BUDGET

PROJECT CATEGORY	ORIGINAL	ACTUAL
Creative	$225,000.00	$200,000.00
Player Services	$1,250,000.00	$1,180,000.00
P.R. / Media Day Expenses	$0.00	$75,000.00
Player Expenses	$0.00	$0.00
Professional Services	$325,000.00	$735,000.00
Professional Expenses	$0.00	$140,000.00
Purchased Services		
Bar Night	$0.00	$300,000.00
Grassroots Tennis	$300,000.00	$290,000.00
Concert / Talent	$1,200,000.00	$1,410,000.00
Advertising	$360,000.00	$550,000.00
Hospitality	$90,000.00	$80,000.00
Employee Days	$0.00	$70,000.00
Promotional Materials / Incentives	$250,000.00	$520,000.00
Trophies	$0.00	$5,000.00
Non-Agency Artwork	$0.00	$15,000.00
Fulfillment	$0.00	$300,000.00
Photography	$0.00	$10,000.00
On-Site Operations	$0.00	$60,000.00
Concert Production	$0.00	$668,000.00
Misc.	$0.00	$50,000.00
TOTAL BUDGET	$4,000,000.00	$6,658,000.00

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Source: https://www.industrydocuments.ucsf.edu/docs/glnn0004

VIRGINIA SLIMS LEGENDS BUDGET

DETAIL OF PROFESSIONAL SERVICES AND PROFESSIONAL SERVICES EXPENSES

PROJECT CATEGORY		AMOUNT
Professional Services (fees only)		
Arena Productions, Inc. (Donna & Barry Morgan)		$280,000.00
Annalee Thurston		$60,000.00
Six Love Promotions, Inc. (Edy McGoldrick)		$150,000.00
Lee Jackson		$20,000.00
Tennis Promoter Fees		$225,000.00
	TOTAL	$735,000.00
Professional Services Expenses		
Arena Productions, Inc. (Donna & Barry Morgan)		$50,000.00
Annalee Thurston		$30,000.00
Six Love Promotions, Inc. (Edy McGoldrick)		$45,000.00
Lee Jackson		$15,000.00
	TOTAL	$140,000.00

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